



# CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: San Joaquin County Industrial Tour-1991

MEETING DATE: July 17, 1991

PREPARED BY: City Manager

**RECOMMENDED ACTION:** That the City Council hear the presentation regarding the San Joaquin County Industrial Tour-1991 and take action as deemed appropriate.

**BACKGROUND INFORMATION:** The Stockton Chamber of Commerce is coordinating this year's San Joaquin County Industrial Tour. This year's event will be structured quite different from those in the past as indicated in the attached letter (Exhibit A).

The City is being requested to contribute \$1,000 toward the sponsorship of the event and to commit certain personnel to staff a booth for the purpose of answering questions and providing information to attendees. Among the invitees are industrial site locators, corporate real estate personnel, economic development consultants and commercial brokers from Sacramento, the Bay Area and Southern California.

The cities of Stockton and Tracy have already committed participation and the City of Manteca will hear this presentation at its City Council meeting of Monday, July 15, 1991.

Mr. Steve O'Dell, Senior Vice-President/Managing Officer of CB Commercial, is the chairman of this event and he will be in attendance at Wednesday night's meeting to make a brief presentation and answer any questions Councilmembers may have.

The event will be held at the Spanos Center Monday, October 21, 1991.

FUNDING: Contingent Fund

Respectfully submitted,

Thomas A. Peterson  
City Manager

APPROVED \_\_\_\_\_

THOMAS A. PETERSON

100-10000-0000

31 '91

City Manager's Office



FORMERLY  
COLDWELL BANKER COMMERCIAL  
FOUNDED 1906

May 29, 1991

EXHIBIT A

Mr. Torn Peterson  
City Manager, City Hall  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95241-1910

**Re: Stockton/San Joaquin County Tour - 1991**

Dear Tom:

As a followup to our previous conversations, I would like to solicit the involvement of the City of Lodi for their participation in the upcoming Stockton/San Joaquin County tour in October. The event is planned for Monday, October 21st.

Several things have changed from the old Stockton industrial tours. Most importantly, we have expanded our focus to include the other municipalities within the county of San Joaquin. By offering more municipalities to attendees, we feel we will offer more exposure to our areas and increase the number of attendees from out of the area.

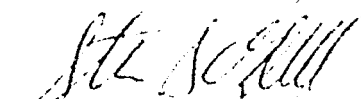
We will be having the event at the Spanos Center located on the beautiful campus of the University of the Pacific. Rather than a traditional bus tour, we will be preparing a video production with a combination of aerial shots, still shots, maps, demographic profiles and economic development profiles for each of the five cities in the County. The video will be helpful for future use in economic development well after the tour date. We feel this will be an excellent economic development stimulus for all of us here in the County.

I would like to solicit the help of the City of Lodi in two ways; 1) we would like a commitment from the City of Lodi to have their City Manager, Economic Development Director, and any other appropriate personnel commit to attend the event and staff a booth and; 2) agree to a sponsorship level of \$1,000.

I am very excited about the upcoming tour. I feel it will be a great way to promote our County and to put our best foot forward with people who may be able to bring additional jobs to our area. If you have any questions, please give me a call. I will look forward to talking with you again soon.

Best regards,

CB COMMERCIAL  
REAL ESTATE GROUP, INC.

  
Steven S. O'Dell  
Senior Vice President/Managing Officer  
(209) 476-2940

SO/dll  
mrg529.pf

CITY OF LODI  
SPECIAL ALLOCATION REQUEST

TO: FINANCE DIRECTOR  
CITY MANAGER

DATE: July 26, 1991

FROM: CITY MANAGER

PROJECT NUMBER: 010.0-020.05-699

Request is made for funds to accomplish the following project which was not included in the current budget.

Description of Project	Estimated Cost
City of Lodi's participation in Stockton/San Joaquin County tour to be held October 21, 1991	\$500.00

(If you need more space, use additional sheet and attach to this form.)

Date of Approval 7/29/91 Amount Approved \$500.<sup>00</sup>  
 Council \_\_\_\_\_ City Manager K

FUND OR ACCOUNT TO BE CHARGED

Current Budget	\$ _____	Prior Year Reserve	\$ _____
Contingent Fund	\$ <u>500.<sup>00</sup></u>	General Fund surplus	\$ _____
Capital Outlay Reserve	\$ _____	Reimbursable Account	\$ _____
Utility Outlay Reserve	\$ _____	other: (Specify)	_____

\$ \_\_\_\_\_  
Account Number

[Signature]  
Dixon Flynn, Finance Director

[Signature]  
Thomas A. Peterson, City Manager

JUL 29 1991

Submit this form in duplicate to the Finance Director. Distribution after approval will be as follows: 1) Originating Department 2) Finance Department